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ABSTRACT

In direct replication of a previous study investigating newspaper readership and uses-and-gratifications statements, this study interviewed a parallel random sample from the same market as the initial study using the same questions. A telephone survey of 557 adults was conducted by trained undergraduates enrolled in an advanced research methods class, and each completed interview was verified through a second telephone call from different students in another course. Results suggested that newspaper subscribers were concerned with getting immediate knowledge of big news events from both weekday and Sunday papers, and that nonreaders of Sunday papers tended to regard newspapers as a way to pass time that was occasionally useful if a particular occurrence was of interest to them. Statistical analysis of the original study revealed that three expected explanations of newspapers readers could be reduced to two groups of variables: (1) informational variables that combined surveillance of and participation in the surrounding world, and (2) a grouping that stressed diversion away from that world. Uses-and-gratifications research is not the single perspective that explains newspaper readership. However, the study highlighted the importance of classical replications as a way of evaluating and refining research insights. (Tables include questions asked in interviews and statistical data.) (DF)

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A REPLICATION AND REDUCTION APPROACH TO WEEKDAY AND SUNDAY NEWSPAPER READERSHIP AND SOME USES AND GRATIFICATIONS

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ABSTRACT

A REPLICATION AND REDUCTION APPROACH TO
WEEKDAY AND SUNDAY NEWSPAPER READERSHIP
AND SOME USES AND GRATIFICATIONS

In a direct replication of a study concerning newspaper readership and uses-and-gratifications statements, this study interviewed a parallel random sample from the same market as the initial study using the same questions. Analysis of the responses of 557 adults indicated that newspaper subscribers were consistently oriented toward getting immediate knowledge of big news events for both weekday and Sunday newspapers, and that non-readers of Sunday papers tended to regard newspapers as a way to pass time that was occasionally useful if a particular occurence was of interest to them. Statistical analysis of the original study's insights indicated that generally expected three explanations could be reduced to two groups of variables related to newspaper readership: informational variables that combined surveillance of and participation in the surrounding world, and a grouping that stressed diversion away from that world. Overall, the study affirmed the strength of a few broad concepts but pointed out that many complex relationships regarding newspaper readership could be reduced to a few simple variables.

A REPLICATION AND REDUCTION APPROACH TO WEEKDAY AND SUNDAY NEWSPAPER READERSHIP AND SOME USES AND GRATIFICATIONS

Drawing on six preceding studies of the interrelations among newspaper readership and uses-and gratifications research, Towers studied 543 adults in the Western United States and demonstrated that fourteen uses-and-gratifications statements could be reduced to three hypothesized factors called surveillance of the surrounding world; diversion from that surrounding world; and, interaction with the surrounding world. The fourteen statements were then applied to the newspaper readership behaviors of subscribing to, buying single copies of, or simply not reading weekday and Sunday newspapers. The resulting analysis indicated that weekday and Sunday newspaper subscribers were strongly related to the idea of getting immediate knowledge of big events during the entire seven days as well as using the newspaper for diversion on Sundays. Single copy readers were found to be related to finding something to talk about on weekdays and using the Sunday newspaper to try to understand what is going on. Non-readers on both weekdays and Sundays simply viewed the newspaper as a way to pass time, although they occasionally acquired Sunday newspapers for reports on events of particular interest to them.[1]

At approximately the same time, Houghton-Larsen studied 320 Canadian undergraduates using Q-sort technique and found that newspapers were used primarily for information, particularly among heavy television users.[2] And, in another study of college students, Lichtenstein and Rosenfeld interviewed 357 undergraduates in the Southwestern United States and found that newspapers were used to keep up with what the government was doing and to gather information about daily life.[3] Since both these studies identified newspapers as primarily informational, their lack of identifying diversion and interaction orientations toward newspapers raised questions about the existence of these latter two dimensions. To answer these questions, this study was conducted in an attempt to replicate Towers' original findings.

Since some questions were raised about the three dimensions of surveillance, diversion, and interaction, the initial hypothesis tested was whether or not the tripartite distinction could be replicated.

H_1: Uses and gratifications statements regarding newspapers will produce three distinct groups of statements: (a) surveillance of the surrounding world; (b) diversion from the surrounding world; and, (c) interaction with the surrounding world.

Additionally, since the original uses-and-gratifications statements were being tested for replication, the opportunity presented itself to test their predictiveness for newspaper readership variables as well. Accordingly, hypotheses related to newspaper readership were also tested.

H_2: Weekday newspaper subscribers will be strongly oriented toward the surveillance concept of getting immediate knowledge of big news events.

H_3: Single copy readers of weekday newspapers will be stongly oriented toward the interaction concept of finding interesting or unusual stories to tell others.

H_4: Weekday newspaper non-readers will be strongly oriented toward the diversion concept of just passing the time with a newspaper.

H_5: Sunday newspaper subscribers will be strongly oriented toward the surveillance concept of getting immediate knowledge of big news events; the diversion concept of being happy; and, the interaction concept of getting more information on things they have seen such as movies, sports events or accidents.

H_6: Single copy readers of Sunday newspapers will be stongly oriented toward the surveillance concept of understanding what is going on and to the diversion concept of just passing time.

H_7: Sunday newspaper non-readers will be strongly oriented toward the diversion concept of just passing the time and the interaction concept of getting more information on things they have seen such as movies, sports events or accidents.

Note that if all seven hypotheses are accepted, the Towers study will be replicated exactly.

Method

During Spring 1982, a telephone survey of 557 adults was conducted in the same large urban area of the Western United States with the same random digit dialing (RDD) techniques used by Towers during Fall 1981. For this parallel but independent sample, the same questions were asked concerning demographics, media usage, and reactions to a selection of uses and gratifications statements. Interviews were conducted by trained undergraduates enrolled in an advanced research methods class, and each completed interview was verified through a second telephone call from different students in another course. Additionally, planted numbers were assigned to both groups to verify that they were using the assigned telephone numbers and accurately attempting the calls. For the sake of convenience, Towers' sample will be called Sample I, and this study's sample will be called Sample II.

After verification, the completed questionnaires were coded, keypunched, and analyzed using version 8.3 of SPSS: Statistical Package for the Social Sciences. Replies to the fourteen uses and gratifications statements were coded from one for strongly disagree through five for strongly agree for a five point range of replies: (1) strongly disagree; (2) disagree; (3) neutral-no opinion; (4) agree; (5) strongly agree. This coding permitted the replies to be treated as approximately interval data for subsequent analysis and exactly imitates the approach used in the initial study.

Results

Analysis of the data needed to accomplish two goals: first, to reproduce the three factor solution presented in the initial study; and, second, to reproduce the discriminant analyses presented in that study. First goal. To accomplish the first goal and to test the study's first

hypothesis of the applicability of the three dimensions of surveillance, diversion, and interaction to newspaper, the statistical technique of factor analysis was used to determine if the fourteen statements would produce the expected dimensions of surveillance, diversion, and interaction. Table 1 shows Towers' initial solution of a principal components, varimax orthogonal rotation factor analysis for Sample I.[4]

Table 1

Since the same fourteen statements also had been used in Sample II, the study was able to replicate the initial factor analysis using a different set of respondents. Additionally, because the initial factor analysis in Table 1 produced empirical estimates of the communalities between the individual variables and the resulting factors, the more powerful technique of principal factors could be used to derive the factor structures. In the principal components approach to factor analysis used in Table 1, the initial step is to calcualte a correlation matrix with unities (ones) in the matrix's main diagonals since each variable correlates perfectly with itself. From a factor analysis perspective, however, these unities mean that each variable is completely independent from the other variables. For a single sample study such an assumption would be reasonable because mathematical interrelations among verbally independent variables would not be known. However, since the fourteen statments produced two factors rather than fourteen for Sample I respondents, the statements proved to be highly interrelated. In factor analysis, allowances can be made for such interrelatedness by replacing the unities in the main diagonal of the correlation matrix with estimates of the expected communalities between each variable and the expected factors. This replacement technique is called Principal Factors and yields a mathemamtically more powerful solution than when unities are used in the correlation matrix's main diagonal.[5] For this study, the calculated communalities that resulted from the initial factor analysis in Table 1 were used in the main diagonal of the correlation matrix for calculating Table 2.

Table 2

Table 2 shows the solution of a principal factors, varimax orthogonal rotation factor analysis in which the unities have been replaced with empirical estimates of the communalites between each variable and the expected factors. Instead of the expected three factors, Table 2 shows that the study produced only two factor groupings. The first factor contained both surveillance statements like "Understand what is going on," "Keep me informed about what is happening in my local community," and "Get immediate knowledge of big news events;" as well as interaction statements like "Get information to pass on to other people" and "Find interesting or unusual stories that I can tell to others." Because both sets of statements loaded only on one factor, the factor was named Surveillance-Interaction, reflecting the notion that both concepts were combined in terms of newspaper for Sample II.

The second factor in Table 2 was clearly a Diversion factor, incorporating "By being my friend when I am alone;" "Be happy;" "Be entertained;" and, "Just pass the time." This factor was related to the same variables as Sample I's diversion factor with the single exception that "Get exciting, dramatic and entertaining news" moved over to the Surveillance-Interaction factor.

Taken together, the two factors that emerged from the reduced solution in Table 2 meant that the Diversion factor was more or less stable across the two samples, but that the Surveillance and Interaction factors reduced to a single combined factor covering both types of informational orientations but with a strong surveillance tinge since the first three variables for Sample 2 were surveillance statements in both the original research literature and in the factor solution presented in Table 1. This result meant that Hypothesis 1 could not be accepted and that only the Diversion concept was stable across both samples.

Second goal. The study's second goal was to determine if the same uses-and-gratifications statements could be used to reproduce discriminant analysis solutions similar to those produced by Sample I. Since the fourteen statements had replies ranging from strongly agree to strongly disagree, these replies were coded from five for strong agreement down to one for strong disagreement, and treated as interval data. But since the newspaper readership behaviors of subscribing, single copy reading, and not reading were basically nominal, they could not be treated as interval data. The resulting combination of interval replies to the uses-and-gratifications statements with nominal replies to readership behaviors made discriminant analysis the appropriate statistical technique for examining interrelations, with the fourteen statements treated as the independent variables used to predict the dependent variables of readership behaviors.[6]

Table 3

Table 3 provides a summary of the discriminant equations that resulted in the report on Sample I when the fourteen uses-and-gratifications statements were applied to weekday and Sunday newspaper readership. All four solutions were statistically significant at least at the 0.01 level, and each solution correctly classfied more respondents than could be expected by the prior probability of simple chance.

The main purpose of presenting these initial discriminant analyses in Table 3 was to show the mathematical selection of the statistically most predictive variables. This approach reduced the number of variables needed for subsequent analyses performed on Sample II and provided broad, descriptive insights into the interrelations among the independent and dependent variables. In terms of weekday newspapers, Sample I's subscribers (+0.18) and single copy readers (+0.01) were most strongly related to the surveillance statement of "Get immediate knowledge of big news events" (+0.90) and the interaction statement of "Find interesting or unusual stories that I can tell to others" (+0.24). On the other hand, weekday non-readers [-0.26] were most strongly related to the diversion statement of "Just pass the time" [-0.26].

Similarly, subscribers (+0.12) and single copy readers (+0.23) of Sunday newspapers in Table 3's first Sunday model were related to the surveillance statements of "Understand what is going on" (+0.93) and "Get immediate knowledge of big news events" (+0.45). The Sunday non-readers [-0.20] in Table 3's Sunday Model 1 were primarily related to the interaction statement of "Get more information on things I've seen such as movies, sports events or accidents" [-0.49]. Additionally, Model 2 in Table 3 shows that Sunday subscribers (+0.13) also were related to the diversion statement of "Be happy" (+0.65), while single copy readers [-0.04] and non-readers [-0.20] were more strongly related to the diversion concept of "Just pass the time" [-0.56].

Overall, the results summarized in Table 3 point toward the helpfulness of uses-and-gratifications statements in reflecting explanatory orientations toward the newspaper medium. Since the results in Table 3 are based only on a single sample, they are more descriptive than inferential. To test the inferential capabilities of these statements, the discriminant analyses were repeated using the respondents in Sample II. As with the factor analyses discussed in the section on the first goal, discriminant analyses can be improved by using prior knowledge of the variables involved. For this study, the variables identified as predictive by the equations presented in Table 3 were re-examined using the respondents of Sample II. Unlike the descriptive explanations related to Sample I, the resulting Sample II explanations can be regarded as predictive, and will be examined in greater detail.

Table 4

Table 4 shows the discriminant analysis that resulted when the selected variables from Table 3 were applied to Sample II in terms of weekday newspaper readership. The first column of Table 4 shows the two statements that remained statistically significant in the discriminant analysis. The relative strength of those variables is shown by canonical correlation loadings which are shown in parentheses following the statments and across the rows for hours listened. These loadings were used because they are easier to interpret than the centroids and

unstandardized weights of discriminant analysis; like Pearson correlation coefficients, canonical corelations range more-or-less from plus to minus one, with zero as a midpoint.[7] The positive canonical loading for weekday newspaper subscribers indicates that this variable was related to the single Surveillance-Interaction statement of "Get immediate knowledge of big news events" (+1.00). Conversely, the negative loadings for single copy readers (-0.06) and non-readers (-0.13) indicate that they were related to the Surveillance-Diversion statement but in the opposite direction from weekday subscribers.

Because discriminant analyses are often difficult to interpret intuitively, the mean replies to the uses-and-gratifications for each readership group are presented in each group's respective columns. The group means for "Get immediate knowledge of big news events" indicate that weekday newspaper subscribers(3.99) had a higher mean (higher level of agreement) with the statement than did single copy readers (3.83) or non-readers (3.75). This higher mean implied that subscribers had stronger orientations toward gathering immediate information from weekday newspapers than did single copy readers or non-readers.

The strength of this explanation is presented in the lower part of Table 4. The solution was marginally significant at the 0.15 level but predictive classification was greatly improved. Although the descriptive solution of Table 3 improved classification from 33.3% by pure chance to 44.8%, the inferential solution presented in Table 4 increased the accuracy of classification still higher to 54.9%. Although such a level of prediction is far from a perfect 100%, it is a sufficiently large measure of increase over chance to argue for at least limited usefulness and to point out that the solution contributes to our insights but that their contributions are far from exhaustive. Perhaps what is most important about Table 4 is that using prior knowledge of predictive variables reduced the analysis to a single variable solution. That single variable is far from exhaustive, however, since its statistical significance is marginal at best.

Table 5

Table 5 repeats the analysis of Table 4, but shifts the focus to

Sunday newspaper readership. Instead of the two statistically significant solutions produced by Sample I and shown in Table 3, the respondents in Sample II produced only one statistically significant solution. This single solution is shown in Table 5. In terms of Sunday newspaper readership, subscribers (+0.08) once again and single copy readers (+0.13) as well were both oriented toward the Surveillance-Interaction statement of "Get immediate knowledge of big news events" (+1.20). Sunday non-readers, on the other hand, were more oriented toward the Diversion statement of "Just pass the time" (-0.77) and the Surveillance-Interaction statement of "Get more information on things I've seen such as movies, sports events or accidents" (-0.32).

Conceptually, Table 5's findings meant that Sunday subscribers persisted in their orientation toward immediate knowledge of big news events, but were joined by single copy readers who appeared to find a week's duration sufficiently immediate for newspaper information. Non-readers simply viewed newspapers as a time-filler, although the strength of getting more information on things seen indicated that events could motivate them to read a newspaper once in a while.

From a statistical significance perspective, Table 5 was stronger than Table 4 with the former reaching the 0.05 level. But Table 5 did not produce as strong a level of prediction, with its correct classification of 48.3% of the respondents improving slightly over Sample I's 44.2% level and over simple chance's 33.3% level.

Summary. Taken together, the findings of the discriminant analyses based on Sample II provided support for some, but not all of the study's hypotheses. In terms of weekday readership, Hypothesis 2's assertion that subscribing was related to getting immediate knowledge of big news events was so strongly supported that Hypotheses 3 and 4 related to single copy readership and non-readership respectively simply disappeared. This strong solution indicated that the daily updating of a newspaper was an important explanation of weekday newspaper readership behavior.

In terms of Sunday readership, the study's hypotheses fared even less well. The results clearly supported Hypothesis 6's assertion that non-readership of Sunday newspapers was related to the Diversion notion

of passing time and to the informational notion that newspapers would occasionally be used for details on particular events. The results clearly did not support Hypothesis 5's asertion that single copy readers had their own identifying variables. At best, Table 5 indicated that single copy readers were similar to subscribers in orientation toward immediate knowledge of big news events, but only on a weekly basis. Finally, only one-third of Hypothesis 4's assertions were supported. Sunday newspaper subscribers were consistently related to getting immediate knowledge of big news events, but hypothesized relations of being happy and getting more on things seen simply disappeared. Overall, the use of a limited number of variables on the responses of Sample II pointed toward the key concepts of subscribers wanting immediate knowledge seven days per week; of Sunday non-readers viewing the newspaper as a time filler unless they want knowledge on a specific topic of interest to them; and, of Sunday single copy readers feeling that once each week was immediate enough for newspaper information.

Discussion

Since this study appears to be the first strictly replicated study in the uses-and-gratifications area, its overall appropriateness and contribution proved difficult to assess. On the positive side, the strong orientation of newspaper subscribers toward newspaper's mechanical immediacy identified that orientation as a key predictor. Similarly, the strong diversion orientation of Sunday newspaper non-readers toward the newspaper as a means of just passing time unless an occasional information need arises made conceptual sense. On the negative side, the 0.15 level of significance for immediate news in terms of weekday newspapers made that single key variable marginal at best. Also, the lack of much information regarding single copy newspaper readers pointed toward the need for more research and conceptual development. Also, the reduction of the factor analytic solution to only two sets of variables indicated that only the entertainment notion of diversion and the informational notion of surveillance-interaction were likely to underlie newspaper uses-and-gratifications statements when they are examined intensely.

At the minimum, the study demonstrated that uses-and-gratifications research is not the single perspective that explains newspaper readership. Rather, it is one of many perspectives that will contribute to our understanding of readership, and future research would be well served to add demographic and psychographic variables as well. The research affirmed the consistency of some variables and concepts, but it also demonstrated the inconsistency of other variables and concepts. Perhaps most importantly, the study highlighted the importance of classical replication as a way of evaluating and refining research insights.

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Footnotes

[1] Wayne M. Towers, "Weekday and Sunday Readership Seen Through Uses and Gratifications," Newspaper Research Journal (in press).

[2] Houghton-Larsen, Rick. "Patterns of Media Use Related to Gratifications Sought." Canadian Journal of Communication 8: 42-55 (1982).

[3] Allen Lichtenstein and Lawrence Rosenfeld, "Normative Expectations and Individual Decisions Concerning Media Gratification Choices," Communication Research 11: 393-414 (1984).

[4] Towers, "Weekday and Sunday Readership Seen Through Uses and Gratifications,"

[5] Harry H. Harman, Modern Factor Analysis, Second Edition. (Chicago: The University of Chicago Press, 1967), pp.21-23; 136-143.

[6] William R. Klecka, "Discriminant Analysis," pp. 434-467 in SPSS: Statistical Package for the Social Sciences, edited by Norman Nie et al. (New York: McGraw-Hill Book Company, 1975).

[7] Paul Vincent Warwick, "Canonical Correlation Analysis: Subprogram Cancorr," pp. 515-527 in SPSS: Statistical Package for the Social Sciences, edited by Norman Nie et al. (New York: McGraw-Hill Book Company, 1975).

Table 1

Factor Analysis of Uses and Gratifications Statements Applied to the Newspaper Medium: First Sample (I)

	Factor(s): I	II	III	Communality: (Estimated)	(Calculated)
Diversion grouping:					
By being my friend when I am alone (D)	0.70	0.04	0.17	(0.38)	(0.52)
Be happy (D)	0.64	0.14	-0.04	(0.29)	(0.43)
Be entertained (D)	0.57	0.13	0.23	(0.32)	(0.40)
Improve the quality of my lifestyle (I)	0.53	0.13	0.23	(0.32)	(0.40)
Just pass the time (D)	0.44	0.05	-0.18	(0.21)	(0.23)
Get exciting, dramatic and entertaining news (U)	0.37	0.36	0.31	(0.34)	(0.36)
Surveillance grouping:					
Keep me informed about what is happening in my local community (S)	0.03	0.58	0.28	(0.32)	(0.41)
Get immediate knowledge of big news events (S)	0.19	0.58	0.28	(0.32)	(0.41)
Find issues affecting people like myself (S)	0.15	0.55	0.21	(0.30)	(0.36)
Understand what is going On (S)	0.13	0.53	0.34	(0.35)	(0.42)
Interaction grouping:					
Find interesting or unusual stories that I can tell to others (I)	0.21	0.30	0.62	(0.41)	(0.52)
Get information to pass on to other people (I)	0.27	0.26	0.62	(0.43)	(0.52)
Get more information on things I have seen such as movies, sports events or accidents (U)	0.16	0.36	0.47	(0.32)	(0.31)
Find products through advertisements (U)	0.07	0.22	0.33	(0.15)	(0.16)
Eigenvalue(s):	4.6	1.7	1.0		
Percent of variance:	32.8%	11.8%	7.1%		
Cumulative percent:	32.8%	44.6%	51.7%		

KEY:
(S) = Surveillance (D) = Diversion
(I) = Interaction (U) = Unique

Table 2

Factor Analysis of Uses and Gratifications Statements Applied to the Newspaper Medium: Second Sample (II)

	Factor(s): I	Factor(s): II	Communality: (Estimated)	Communality: (Calculated)
Surveillance/Interaction grouping:				
Understand what is going On (S)	0.74	0.11	(0.42)	(0.56)
Keep me informed about what is happening in my local community (S)	0.72	0.01	(0.41)	(0.51)
Get immediate knowledge of big news events (S)	0.70	0.07	(0.36)	(0.50)
Get more information on things I have seen such as movies, sports events or accidents (U)	0.68	0.12	(0.38)	(0.47)
Get information to pass on to other people (I)	0.66	0.23	(0.52)	(0.49)
Find issues affecting people like myself (S)	0.65	0.18	(0.36)	(0.46)
Find interesting or unusual stories that I can tell to others (I)	0.63	0.25	(0.52)	(0.46)
Find products through advertisements (U)	0.48	0.12	(0.16)	(0.25)
Get exciting, dramatic and entertaining news (U)	0.44	0.38	(0.36)	(0.33)
Diversion grouping:				
By being my friend when I am alone (D)	-0.03	0.69	(0.52)	(0.48)
Be happy (D)	-0.03	0.67	(0.43)	(0.45)
Be entertained (D)	0.31	0.55	(0.40)	(0.39)
Just pass the time (D)	0.20	0.47	(0.23)	(0.26)
Improve the quality of my lifestyle (I)	0.29	.46	(0.37)	(0.29)
Eigenvalue(s):	5.1	2.0		
Percent of variance:	36.6%	14.1%		
Cumulative percent:	36.6%	50.7%		

KEY:
(S) = Surveillance (D) = Diversion
(I) = Interaction (U) = Unique

Table 3

Summary of Discriminant Variables

for Newspaper Reading: First Sample (I)

INDEPENDENT VARIABLES:		Weekday Newspaper	Sunday Newspaper: Model 1	Model 2
Groups:	Subscribe	+0.18	+0.12	+0.13
	Single copies	+0.01	+0.23	-0.04
	Don't read	-0.26	-0.20	-0.28
DEPENDENT VARIABLES:				
(Rank orderings in parentheses or brackets):				
Get immediate knowledge of big news events (S)		+0.90(1)	+0.45(2)	+0.62(2)
Find interesting or unusual stories that I can tell to others (I)		+0.24(2)	-----	-----
Just pass the time (D)		-0.26[1]	+0.03(3)	-0.56[1]
Understand what is going on (S)		-----	+0.93(1)	-0.52[2]
Be happy (D)		-----	-0.09[3]	+0.65(1)
Get more information on things I've seen such as movies, sports events or accidents (I)		-----	-0.49[1]	+0.30(3)
Eigenvalue(s):		0.04	0.03	0.02
Canonical correlation:		0.19	0.17	0.17
Wilks' lambda:		0.96	0.95	0.98
Chi-square goodness-of-fit: (degrees of freedom)		22.3(6)	26.5(10)	17.2(4)
p ≤		0.01	0.01	0.05
Correctly classified:		44.8%	44.2%	44.2%
(Prior probability):		(33.3%)	(33.3%)	(33.3%)

KEY: (D) = Diversion; (S) = Surveillance; (I) = Interaction

Table 4

Mean Replies to Key Uses and Gratifications Statements for Read Weekday Newspaper: Sample II

	DEPENDENT VARIABLE: Weekday Newspaper Readership:		
	Sub-scribe	Single copy	Do not read
(Canonical correlation loadings in parentheses):	(+0.08)	(-0.06)	(-0.13)
INDEPENDENT VARIABLES:			
Get immediate knowledge of big news events (SI) (+1.00)	3.99	3.83	3.75
Expected percents (Sample I):	47.1%	20.1%	32.8%
Measured percents (Sample II): (N = 552)	55.3%	17.4%	27.4%

Eigenvalue = 0.01; canonical correlation = 0.09

Wilks' lambda =0.99; Chi-square goodness-of-fit =4.6; df =2; $p \leq 0.15$

Percent correctly classified = 54.9% (Sample I = 44.8%)

KEY:
(D) = Diversion; (SI) = Surveillance-Interaction

Table 5

Mean Replies to Key Uses and Gratifications Statements for Read Sunday Newspaper: Sample II

	DEPENDENT VARIABLE: Sunday Newspaper Readership: Sub-scribe	Single copy	Do not read
(Canonical correlation loadings in parentheses):	(+0.08)	(+0.13)	(-0.17)
INDEPENDENT VARIABLES:			
Get immediate knowledge of big news events (SI) (+1.20)	4.01	3.87	3.76
Just pass the time (D) (-0.77)	3.20	2.99	3.26
Get more information on things I have seen such as movies, sports events or accidents (SI) (-0.32)	3.99	3.70	3.84
Expected percents (Sample I):	43.4%	15.0%	41.6%
Measured percents (Sample II): (N = 553)	49.2%	16.3%	34.5%

Eigenvalue = 0.02; canonical correlation = 0.12

Wilks' lambda =0.98; Chi-square goodness-of-fit =12.6; df =6; $p \leq 0.05$

Percent correctly classified = 48.3% (Sample I = 44.2%)

KEY:
(D) = Diversion; (SI) = Surveillance-Interaction